

What is claimed is:

1. A programmable selective broadcasting
2 reception system in which broadcasting contents
3 broadcast at once from a broadcasting station to many
4 unspecified people in a wide range are received by a
5 reception apparatus,
6 said broadcasting station comprising
7 means for broadcasting a broadcasting contents
8 program formed from broadcasting contents serving as
9 data of contents to be broadcast, a contents attribute
10 having a pair of an attribute and an attribute value of
11 the broadcasting contents, and an execution program
12 which describes a processing algorithm for determining
13 whether to play back the broadcasting contents in said
14 reception apparatus, and
15 said reception apparatus comprising:
16 a reception unit for receiving the
17 broadcasting contents program; a user attribute storage
18 unit for storing a pair of an attribute and an attribute
19 value of a user; a current time acquisition unit for
20 detecting current time and writing the current time at a
21 time attribute value storage location of said user
22 attribute storage unit at a predetermined time interval;
23 a current place acquisition unit for detecting a current
24 place of the user and writing the current place at a
25 place attribute value storage location of said user

26 attribute storage unit at a predetermined time interval;
27 an attribute input unit for inputting the attribute and
28 the attribute value of said user attribute storage unit;
29 an execution program storage unit, contents attribute
30 storage unit, and broadcasting contents storage unit for
31 respectively reading out and storing contents of the
32 execution program, the contents attribute, and the
33 broadcasting contents from the broadcasting contents
34 program received by said radio reception unit; a
35 playback unit for playing back the broadcasting
36 contents; and an execution program engine for referring
37 to the attribute value of said contents attribute
38 storage unit and the attribute value of said user
39 attribute storage unit to interpret and execute the
40 execution program stored in said execution program
41 storage unit, and when the broadcasting contents are
42 determined to be broadcast, transmitting the
43 broadcasting contents stored in said broadcasting
44 contents storage unit to said playback unit.

2. A programmable selective broadcasting
2 reception system in which broadcasting contents
3 broadcast at once from a broadcasting station to many
4 unspecified people in a wide range are received by a
5 reception apparatus,
6 said broadcasting station comprising
7 means for broadcasting a broadcasting contents

8 program formed from broadcasting contents serving as
9 data of contents to be broadcast, a contents attribute
10 having a pair of an attribute and an attribute value of
11 the broadcasting contents, and an execution program ID
12 which stores an execution program ID set in advance, and
13 said reception apparatus comprising:
14 a reception unit for receiving the
15 broadcasting contents program; a user attribute storage
16 unit for storing a pair of an attribute and an attribute
17 value of a user; a current time acquisition unit for
18 detecting current time and writing the current time at a
19 time attribute value storage location of said user
20 attribute storage unit at a predetermined time interval;
21 a current place acquisition unit for detecting a current
22 place of the user and writing the current place at a
23 place attribute value storage location of said user
24 attribute storage unit at a predetermined time interval;
25 an attribute input unit for inputting the attribute and
26 the attribute value of said user attribute storage unit;
27 an execution program retention unit for storing a
28 plurality of pairs of IDs corresponding to execution
29 programs each of which describes a processing algorithm
30 for determining whether to play back the broadcasting
31 contents; an execution program ID loading unit for
32 reading out a value of the execution program ID from the
33 broadcasting contents program received by said reception
34 unit, extracting an execution program having the ID from

35 said execution program retention unit, and storing the
36 execution program in said execution program storage
37 unit; a contents attribute storage unit and broadcasting
38 contents storage unit for respectively reading out and
39 storing contents of the contents attribute and the
40 broadcasting contents from the received broadcasting
41 contents program; a playback unit for playing back the
42 broadcasting contents; and an execution program engine
43 for referring to the attribute value of said contents
44 attribute storage unit and the attribute value of said
45 user attribute storage unit to interpret and execute the
46 execution program stored in said execution program
47 storage unit, and when the broadcasting contents are
48 determined to be broadcast, transmitting the
49 broadcasting contents stored in said broadcasting
50 contents storage unit to said playback unit.

3. A system according to claim 2, wherein
2 said broadcasting station comprises means for
3 transmitting pairs of a plurality of execution programs
4 stored in said execution program retention unit and IDs
5 corresponding to the respective execution programs, as
6 an execution program transmission broadcasting program
7 formed from an execution program transmission tag which
8 stores a tag representing transmission of an execution
9 program from said broadcasting station, and execution
10 program transmission subsequent to the tag that includes

11 a plurality of pairs of execution program IDs and
12 execution programs, and
13 said reception apparatus has an execution
14 program loading unit for, when said reception unit
15 receives the execution program transmission broadcasting
16 program, extracting a value of the execution program
17 transmission subsequent to the tag representing
18 transmission of the execution program, and storing a
19 pair of the extracted execution program and an ID in
20 said program retention unit.

4. A programmable selective broadcasting
2 apparatus for broadcasting at once broadcasting contents
3 to many unspecified people in a wide range,
4 said broadcasting apparatus comprising means
5 for broadcasting a broadcasting contents program formed
6 from broadcasting contents serving as data of contents
7 to be broadcast, a contents attribute having a pair of
8 an attribute and an attribute value of the broadcasting
9 contents, and an execution program which describes a
10 processing algorithm for determining whether to play
11 back the broadcasting contents on a receiving side.

5. A reception apparatus for receiving
2 programmable selective broadcasting, comprising:
3 a reception unit for receiving a broadcasting
4 contents program formed from broadcasting contents

5 serving as data of contents to be broadcast, a contents
6 attribute having a pair of an attribute and an attribute
7 value of the broadcasting contents, and an execution
8 program which describes a processing algorithm for
9 determining whether to play back the broadcasting
10 contents on a receiving side;
11 a user attribute storage unit for storing a
12 pair of an attribute and an attribute value of a user;
13 a current time acquisition unit for detecting
14 current time and writing the current time at a time
15 attribute value storage location of said user attribute
16 storage unit at a predetermined time interval;
17 a current place acquisition unit for detecting
18 a current place of the user and writing the current
19 place at a place attribute value storage location of
20 said user attribute storage unit at a predetermined time
21 interval;
22 an attribute input unit for inputting the
23 attribute and the attribute value of said user attribute
24 storage unit;
25 an execution program storage unit, contents
26 attribute storage unit, and broadcasting contents
27 storage unit for respectively reading out and storing
28 contents of the execution program, the contents
29 attribute, and the broadcasting contents from the
30 received broadcasting contents program;
31 a playback unit for playing back the

32 broadcasting contents; and
33 an execution program engine for referring to
34 the attribute value of said contents attribute storage
35 unit and the attribute value of said user attribute
36 storage unit to interpret and execute the execution
37 program stored in said execution program storage unit,
38 and when the broadcasting contents are determined to be
39 broadcast, transmitting the broadcasting contents stored
40 in said broadcasting contents storage unit to said
41 playback unit.

6. A digital broadcasting programmable
2 selective broadcasting apparatus for broadcasting at
3 once broadcasting contents to many unspecified people in
4 a wide range,
5 said broadcasting apparatus comprising means
6 for broadcasting a broadcasting contents program formed
7 from broadcasting contents serving as data of contents
8 to be broadcast, a contents attribute having a pair of
9 an attribute and an attribute value of the broadcasting
10 contents, and an execution program ID which stores an
11 execution program ID set in advance.

7. A programmable selective broadcasting
2 reception apparatus comprising:
3 a reception unit for receiving a broadcasting
4 contents program formed from broadcasting contents

5 serving as data of contents to be broadcast, a contents
6 attribute having a pair of an attribute and an attribute
7 value of the broadcasting contents, and an execution
8 program ID which stores an execution program ID set in
9 advance;
10 a user attribute storage unit for storing a
11 pair of an attribute and an attribute value of a user;
12 a current time acquisition unit for detecting
13 current time and writing the current time at a time
14 attribute value storage location of said user attribute
15 storage unit at a predetermined time interval;
16 a current place acquisition unit for detecting
17 a current place of the user and writing the current
18 place at a place attribute value storage location of
19 said user attribute storage unit at a predetermined time
20 interval;
21 an attribute input unit for inputting the
22 attribute and the attribute value of said user attribute
23 storage unit;
24 an execution program retention unit for
25 storing a plurality of pairs of IDs corresponding to
26 execution programs each of which describes a processing
27 algorithm for determining whether to play back the
28 broadcasting contents;
29 an execution program ID loading unit for
30 reading out a value of the execution program ID from the
31 received broadcasting contents program, extracting an

32 execution program having the readout ID from said
33 execution program retention unit, and storing the
34 execution program in said execution program storage
35 unit;

36 a contents attribute storage unit and a
37 broadcasting contents storage unit for respectively
38 reading out and storing contents of the contents
39 attribute and the broadcasting contents from the
40 received broadcasting contents program;

41 a playback unit for playing back the
42 broadcasting contents; and

43 an execution program engine for referring to
44 the attribute value of said contents attribute storage
45 unit and the attribute value of said user attribute
46 storage unit to interpret and execute the execution
47 program stored in said execution program storage unit,
48 and when the broadcasting contents are determined to be
49 broadcast, transmitting the broadcasting contents stored
50 in said broadcasting contents storage unit to said
51 playback unit.

8. An apparatus according to claim 6, wherein
9 said broadcasting station comprises means for
10 transmitting an execution program transmission
11 broadcasting program formed from an execution program
12 transmission tag which stores a tag representing
13 transmission of the execution program, and execution

7 program transmission subsequent to the tag that includes
8 a plurality of pairs of execution program IDs and
9 execution programs.

9. A programmable selective broadcasting
2 reception apparatus comprising:
3 a reception unit for receiving a broadcasting
4 contents program formed from broadcasting contents
5 serving as data of contents to be broadcast, a contents
6 attribute having a pair of an attribute and an attribute
7 value of the broadcasting contents, and an execution
8 program ID which stores an execution program ID set in
9 advance, and receiving an execution program transmission
10 broadcasting program formed from an execution program
11 transmission tag which stores a tag representing
12 transmission of a broadcast execution program, and
13 execution program transmission subsequent to the tag
14 that includes a plurality of pairs of execution program
15 IDs and execution programs;
16 a user attribute storage unit for storing a
17 pair of an attribute and an attribute value of a user;
18 a current time acquisition unit for detecting
19 current time and writing the current time at a time
20 attribute value storage location of said user attribute
21 storage unit at a predetermined time interval;
22 a current place acquisition unit for detecting
23 a current place of the user and writing the current

24 place at a place attribute value storage location of
25 said user attribute storage unit at a predetermined time
26 interval;

27 an attribute input unit for inputting the
28 attribute and the attribute value of said user attribute
29 storage unit;

30 an execution program retention unit for
31 storing a plurality of pairs of IDs corresponding to
32 execution programs each of which describes a processing
33 algorithm for determining whether to play back the
34 broadcasting contents;

35 an execution program loading unit for, when
36 said reception unit receives the execution program
37 transmission broadcasting program, extracting a value of
38 the execution program transmission subsequent to the tag
39 representing transmission of the execution program, and
40 storing a pair of the extracted execution program and an
41 ID in said program retention unit;

42 an execution program ID loading unit for
43 reading out a value of the execution program ID from the
44 broadcasting contents program received by said reception
45 unit, extracting an execution program having the readout
46 ID from said execution program retention unit, and
47 storing the execution program in said execution program
48 storage unit;

49 a contents attribute storage unit and a
50 broadcasting contents storage unit for respectively

51 reading out and storing contents of the contents
52 attribute and the broadcasting contents from the
53 received broadcasting contents program;
54 a playback unit for playing back the
55 broadcasting contents; and
56 an execution program engine for referring to
57 the attribute value of said contents attribute storage
58 unit and the attribute value of said user attribute
59 storage unit to interpret and execute the execution
60 program stored in said execution program storage unit,
61 and when the broadcasting contents are determined to be
62 broadcast, transmitting the broadcasting contents stored
63 in said broadcasting contents storage unit to said
64 playback unit.

10. A programmable selective broadcasting
2 reception system in which broadcasting contents
3 broadcast at once from a broadcasting station are
4 received by a reception apparatus,
5 said broadcasting station comprising:
6 means for broadcasting a broadcasting contents
7 program formed from broadcasting contents serving as
8 data of contents to be broadcast, a contents attribute
9 having a pair of an attribute and an attribute value of
10 the broadcasting contents, and an execution program
11 which describes a processing algorithm for determining
12 whether to play back the broadcasting contents in said

13 reception apparatus, and
14 said reception apparatus comprising:
15 a reception unit for receiving the
16 broadcasting contents program; a user attribute storage
17 unit for storing a pair of an attribute and an attribute
18 value of a user; an execution program storage unit,
19 contents attribute storage unit, and broadcasting
20 contents storage unit for respectively reading out and
21 storing contents of the execution program, the contents
22 attribute, and the broadcasting contents from the
23 broadcasting contents program received by said radio
24 reception unit; a playback unit for playing back the
25 broadcasting contents; and an execution program engine
26 for referring to the attribute value of said contents
27 attribute storage unit and the attribute value of said
28 user attribute storage unit to interpret and execute the
29 execution program stored in said execution program
30 storage unit, and when the broadcasting contents are
31 determined to be broadcast, transmitting the
32 broadcasting contents stored in said broadcasting
33 contents storage unit to said playback unit.

11. A programmable selective broadcasting
12 reception system in which broadcasting contents
13 broadcast at once from a broadcasting station are
14 received by a reception apparatus,
15 said broadcasting station comprising:

6 means for broadcasting a broadcasting contents
7 program formed from broadcasting contents serving as
8 data of contents to be broadcast, a contents attribute
9 having a pair of an attribute and an attribute value of
10 the broadcasting contents, and an execution program ID
11 which stores an execution program ID set in advance, and
12 said reception apparatus comprising:
13 a reception unit for receiving the
14 broadcasting contents program; an execution program
15 retention unit for storing a plurality of pairs of IDs
16 corresponding to execution programs each of which
17 describes a processing algorithm for determining whether
18 to play back the broadcasting contents; an execution
19 program ID loading unit for reading out a value of the
20 execution program ID from the broadcasting contents
21 program received by said reception unit, extracting an
22 execution program having the ID from said execution
23 program retention unit, and storing the execution
24 program in said execution program storage unit; a
25 contents attribute storage unit and broadcasting
26 contents storage unit for respectively reading out and
27 storing contents of the contents attribute and the
28 broadcasting contents from the received broadcasting
29 contents program; a playback unit for playing back the
30 broadcasting contents; and an execution program engine
31 for referring to the attribute value of said contents
32 attribute storage unit and the attribute value of said

33 user attribute storage unit to interpret and execute the
34 execution program stored in said execution program
35 storage unit, and when the broadcasting contents are
36 determined to be broadcast, transmitting the
37 broadcasting contents stored in said broadcasting
38 contents storage unit to said playback unit.

12. A system according to claim 11, wherein
2 said broadcasting station comprises means for
3 transmitting pairs of a plurality of execution programs
4 stored in said execution program retention unit and IDs
5 corresponding to the respective execution programs, as
6 an execution program transmission broadcasting program
7 formed from an execution program transmission tag which
8 stores a tag representing transmission of an execution
9 program from said broadcasting station, and execution
10 program transmission subsequent to the tag that includes
11 a plurality of pairs of execution program IDs and
12 execution programs, and
13 said reception apparatus has an execution
14 program loading unit for, when said reception unit
15 receives the execution program transmission broadcasting
16 program, extracting a value of the execution program
17 transmission subsequent to the tag representing
18 transmission of the execution program, and storing a
19 pair of the extracted execution program and an ID in
20 said program retention unit.

13. A programmable selective broadcasting
2 apparatus for broadcasting at once broadcasting contents,
3 said broadcasting apparatus comprising means
4 for broadcasting a broadcasting contents program formed
5 from broadcasting contents serving as data of contents
6 to be broadcast, a contents attribute having a pair of
7 an attribute and an attribute value of the broadcasting
8 contents, and an execution program which describes a
9 processing algorithm for determining whether to play
10 back the broadcasting contents on a receiving side.

14. A reception apparatus for receiving
2 programmable selective broadcasting, comprising:
3 a reception unit for receiving a broadcasting
4 contents program formed from broadcasting contents
5 serving as data of contents to be broadcast, a contents
6 attribute having a pair of an attribute and an attribute
7 value of the broadcasting contents, and an execution
8 program which describes a processing algorithm for
9 determining whether to play back the broadcasting
10 contents on a receiving side;
11 a user attribute storage unit for storing a
12 pair of an attribute and an attribute value of a user;
13 an execution program storage unit, contents
14 attribute storage unit, and broadcasting contents
15 storage unit for respectively reading out and storing

16 contents of the execution program, the contents
17 attribute, and the broadcasting contents from the
18 received broadcasting contents program;
19 a playback unit for playing back the
20 broadcasting contents; and
21 an execution program engine for referring to
22 the attribute value of said contents attribute storage
23 unit and the attribute value of said user attribute
24 storage unit to interpret and execute the execution
25 program stored in said execution program storage unit,
26 and when the broadcasting contents are determined to be
27 broadcast, transmitting the broadcasting contents stored
28 in said broadcasting contents storage unit to said
29 playback unit.

15. A digital broadcasting programmable
2 selective broadcasting apparatus for broadcasting at
3 once broadcasting contents,
4 said broadcasting apparatus comprising means
5 for broadcasting a broadcasting contents program formed
6 from broadcasting contents serving as data of contents
7 to be broadcast, a contents attribute having a pair of
8 an attribute and an attribute value of the broadcasting
9 contents, and an execution program ID which stores an
10 execution program ID set in advance.

16. A programmable selective broadcasting

2 reception apparatus comprising:

3 a reception unit for receiving a broadcasting
4 contents program formed from broadcasting contents
5 serving as data of contents to be broadcast, a contents
6 attribute having a pair of an attribute and an attribute
7 value of the broadcasting contents, and an execution
8 program ID which stores an execution program ID set in
9 advance;

10 a user attribute storage unit for storing a
11 pair of an attribute and an attribute value of a user;

12 an execution program retention unit for
13 storing a plurality of pairs of IDs corresponding to
14 execution programs each of which describes a processing
15 algorithm for determining whether to play back the
16 broadcasting contents;

17 an execution program ID loading unit for
18 reading out a value of the execution program ID from the
19 received broadcasting contents program, extracting an
20 execution program having the readout ID from said
21 execution program retention unit, and storing the
22 execution program in said execution program storage
23 unit;

24 a contents attribute storage unit and a
25 broadcasting contents storage unit for respectively
26 reading out and storing contents of the contents
27 attribute and the broadcasting contents from the
28 received broadcasting contents program;

29 a playback unit for playing back the
30 broadcasting contents; and
31 an execution program engine for referring to
32 the attribute value of said contents attribute storage
33 unit and the attribute value of said user attribute
34 storage unit to interpret and execute the execution
35 program stored in said execution program storage unit,
36 and when the broadcasting contents are determined to be
37 broadcast, transmitting the broadcasting contents stored
38 in said broadcasting contents storage unit to said
39 playback unit.

17. An apparatus according to claim 15, wherein
2 said broadcasting station comprises means for
3 transmitting an execution program transmission
4 broadcasting program formed from an execution program
5 transmission tag which stores a tag representing
6 transmission of the execution program, and execution
7 program transmission subsequent to the tag that includes
8 a plurality of pairs of execution program IDs and
9 execution programs.

18. A programmable selective broadcasting
2 reception apparatus comprising:
3 a reception unit for receiving a broadcasting
4 contents program formed from broadcasting contents
5 serving as data of contents to be broadcast, a contents

6 attribute having a pair of an attribute and an attribute
7 value of the broadcasting contents, and an execution
8 program ID which stores an execution program ID set in
9 advance, and receiving an execution program transmission
10 broadcasting program formed from an execution program
11 transmission tag which stores a tag representing
12 transmission of a broadcast execution program, and
13 execution program transmission subsequent to the tag
14 that includes a plurality of pairs of execution program
15 IDs and execution programs;

16 a user attribute storage unit for storing a
17 pair of an attribute and an attribute value of a user;

18 an execution program retention unit for
19 storing a plurality of pairs of IDs corresponding to
20 execution programs each of which describes a processing
21 algorithm for determining whether to play back the
22 broadcasting contents;

23 an execution program loading unit for, when
24 said reception unit receives the execution program
25 transmission broadcasting program, extracting a value of
26 the execution program transmission subsequent to the tag
27 representing transmission of the execution program, and
28 storing a pair of the extracted execution program and an
29 ID in said program retention unit;

30 an execution program ID loading unit for
31 reading out a value of the execution program ID from the
32 broadcasting contents program received by said reception

33 unit, extracting an execution program having the readout
34 ID from said execution program retention unit, and
35 storing the execution program in said execution program
36 storage unit;

37 a contents attribute storage unit and a
38 broadcasting contents storage unit for respectively
39 reading out and storing contents of the contents
40 attribute and the broadcasting contents from the
41 received broadcasting contents program;

42 a playback unit for playing back the
43 broadcasting contents; and

44 an execution program engine for referring to
45 the attribute value of said contents attribute storage
46 unit and the attribute value of said user attribute
47 storage unit to interpret and execute the execution
48 program stored in said execution program storage unit,
49 and when the broadcasting contents are determined to be
50 broadcast, transmitting the broadcasting contents stored
51 in said broadcasting contents storage unit to said
52 playback unit.